

MUELLER ET AL.	ATTORNEY DOCKET NO.: 03-006
DIGITAL ADVERTISEMENT BOARD IN COMMUNICATION WITH POINT-OF-SALE TERMINALS	

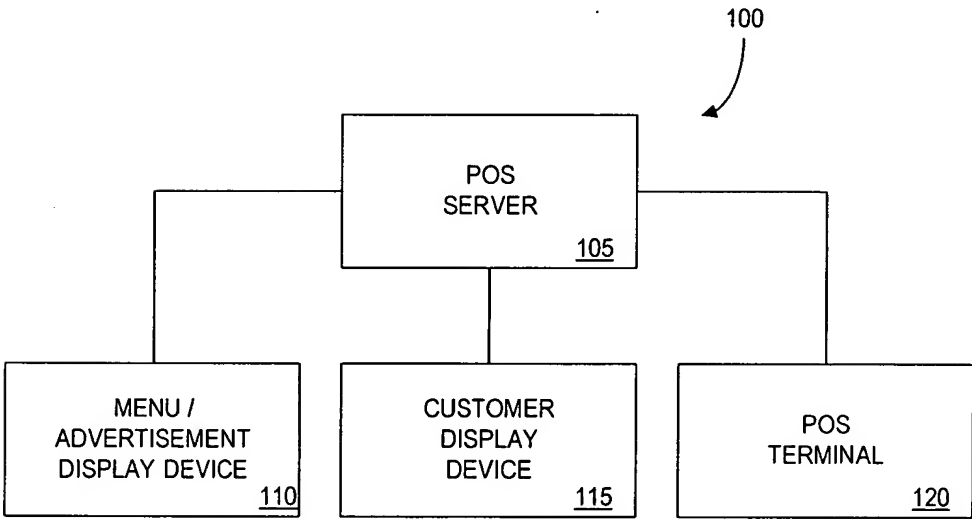


FIG. 1A

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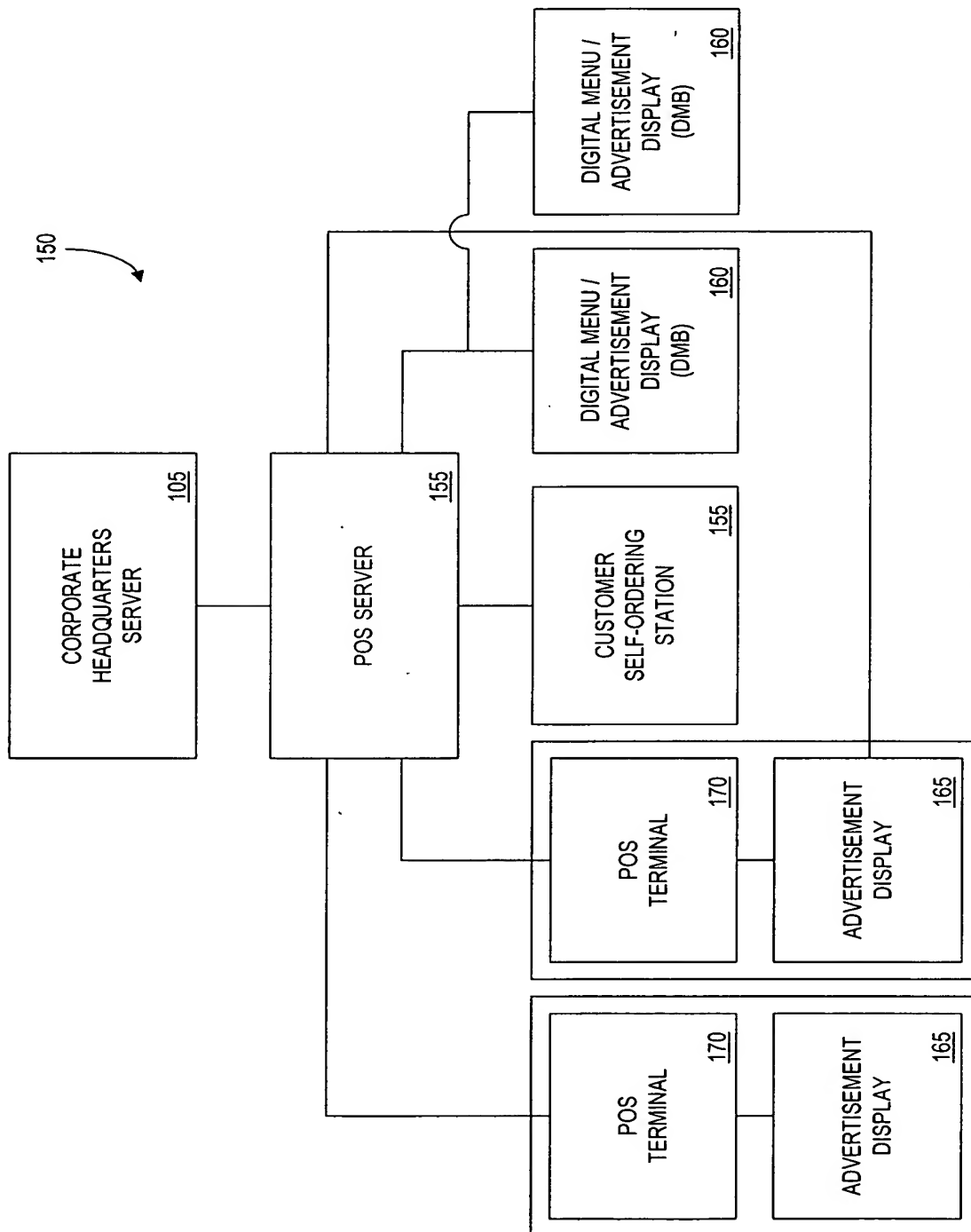


FIG. 1B

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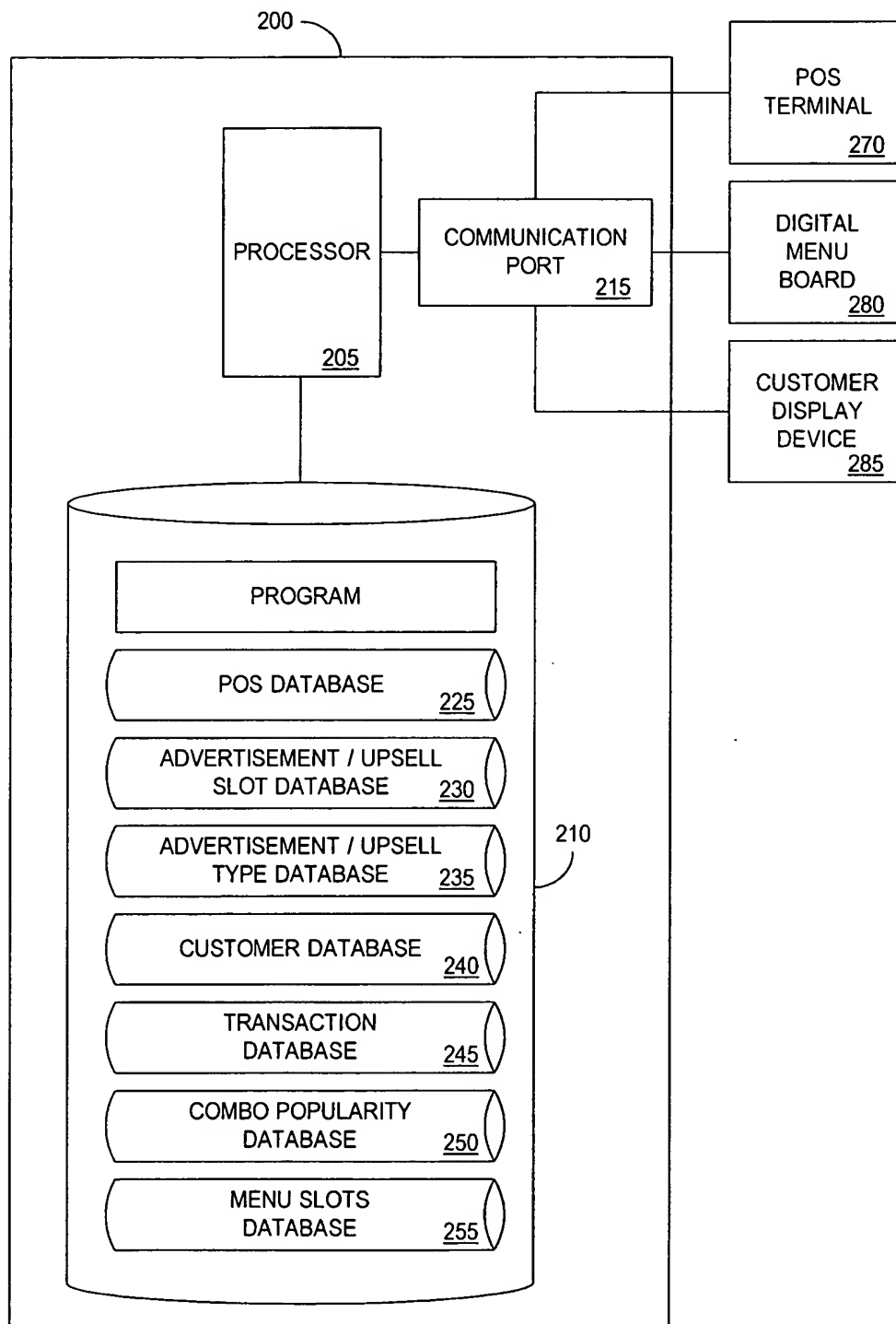


FIG. 2

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300

PLU NUMBER	PLU TYPE	ITEM DESCRIPTOR	PRICE A	TIME A	PRICE B	TIME B
<u>305</u>	<u>310</u>	<u>315</u>	<u>320</u>	<u>325</u>	<u>330</u>	<u>335</u>
PLU001	SIDE	SMALL FRY	\$0.89	11:00 AM - 3:00 PM	\$0.99	4:00 PM - 11:00 PM
PLU002	DRINK	SMALL COLA	\$0.99	11:00 AM - 3:00 PM	\$1.09	4:00 PM - 11:00 PM
PLU003	SANDWICH	HAMBURGER	\$1.09	11:00 AM - 3:00 PM	\$1.19	4:00 PM - 11:00 PM
PLU004	COMBO	2 SMALL FRY, 2 DRINKS, 2 HAMBURGERS	\$7.00	11:00 AM - 3:00 PM	\$7.50	4:00 PM - 11:00 PM

FIG. 3A

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	TIME LAG FOR RAISING PRICES 345	TIME LAG FOR LOWERING PRICES 350	QUANTITY ASSEMBLED 355	QUANTITY IN INVENTORY 360	MAX. ASSEMBLED BEFORE SALE 365	MAX. INVENTORY BEFORE SALE 370	SALE PRICE 375	MAX. ASSEMBLED BEFORE FREE 380	MAX. INVENTORY BEFORE FREE 385	ITEM DAY PART(S) 390
	15 MIN.	0	8	80	6	70	\$0.59	7	90	BREAKFAST, LUNCH, DINNER
	15 MIN.	0	7	70	10	80	\$1.09	15	100	LUNCH, DINNER
	15 MIN.	0	6	15	10	20	\$0.99	15	50	LUNCH
	15 MIN.	0	5	5	10	10	\$0.49	15	80	DINNER

FIG. 3B

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SLOT IDENTIFIER 405	LOCATION 410	DESCRIPTION 415	UPSELL TYPES ALLOWED 420	DAY PART(S) 425
1	DMB	LOWER RIGHT HAND QUADRANT	004, 003	LUNCH
2	CUST. DISPLAY	RIGHT HAND HALF	005	BREAKFAST
3	DMB	LOWER LEFT HAND QUADRANT	002	BREAKFAST, LUNCH
4	CUST. DISPLAY	LEFT THIRD	001	DINNER
5	DMB	UPPER HALF	003	LUNCH, DINNER

FIG. 4

500

TYPE IDENTIFIER 505	DESCRIPTION 510	USED IN SLOT 515	CATEGORY 520
001	ORDER CONFIRMATION	4	ADVERTISEMENT
002	SIDE LIST	3	ADVERTISEMENT
003	VALUE MEAL LIST	5	ADVERTISEMENT
004	COLA ADD	1	ADVERTISEMENT
005	SPARE CHANGE ROUND UP	2	UPSELL

FIG. 5

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600

CUSTOMER IDENTIFIER	CUSTOMER NAME	CUSTOMER BIRTHDAY	REGULAR ORDER
1001	BILL SMITH	01/22/1974	PLU01, PLU02, PLU03
605	610	615	620

FIG. 6

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700

TRANSACTION IDENTIFIER 705	ORDER CONTENTS 710	ORDER PRICE 715	TIME 720	DATE 725	CUSTOMER IDENTIFIER 730
12001	PLU101, PLU002, PLU030	\$4.89	1:15:02 PM	01/26/2003	1001
12002	PLU101, PLU003, PLU040	\$5.27	1:15:03 PM	01/26/2003	1002
12003	PLU100	\$1.15	1:15:09 PM	01/26/2003	1004
12004	PLU099, PLU099, PLU076	\$6.95	1:15:32 PM	01/26/2003	1005
12005	PLU098, PLU105, PLU007	\$15.27	1:15:48 PM	01/26/2003	1003

FIG. 7

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800

COMBO IDENTIFIER 805	COMBO CONTENTS 810	COMBO POPULARITY RANK 815
1	PLU101, PLU002, PLU003	8
2	PLU001, PLU002	15
3	PLU003, PLU010, PLU099	1
4	PLU014, PLU091, PLU007	6
5	PLU032, PLU051, PLU006	3
6	PLU027, PLU091, PLU003	68

FIG. 8

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900

<u>SLOT IDENTIFIER</u> 905	<u>ITEMS IN SLOT</u> 910
1	PLU002, PLU003, PLU004
2	PLU009, PLU011, PLU015
3	PLU017, PLU018, PLU019
4	PLU091
5	PLU001, PLU002, PLU003

FIG. 9

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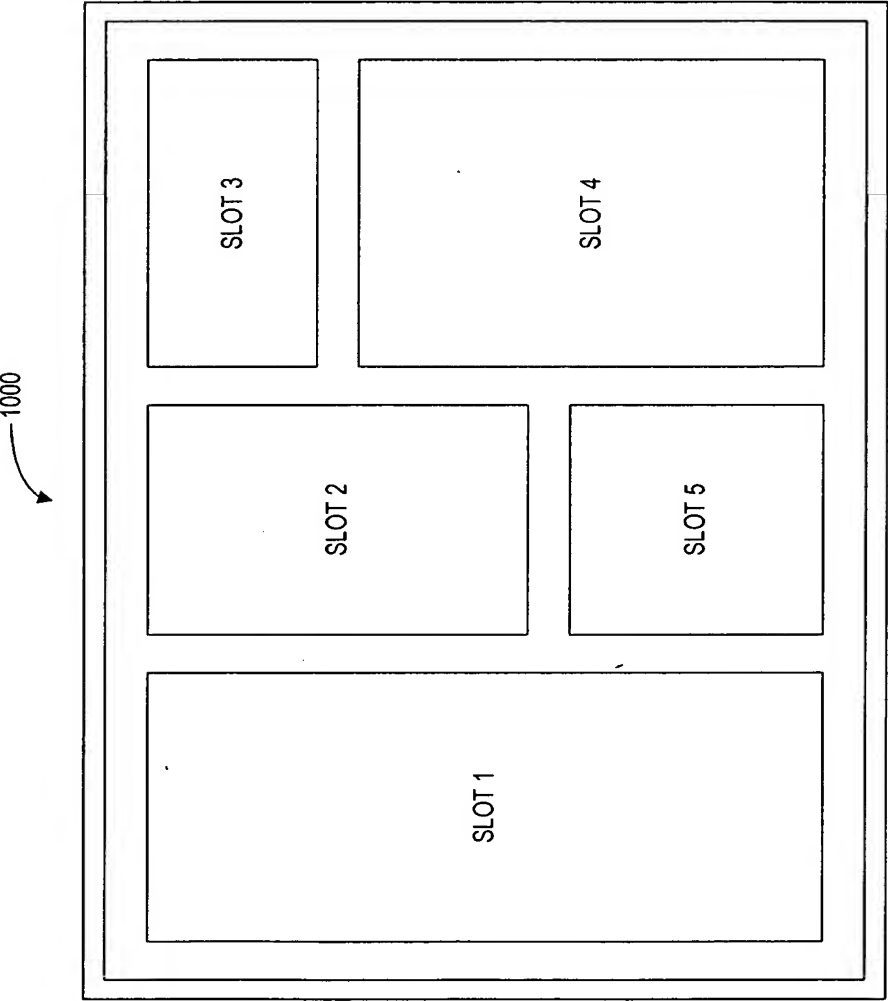


FIG. 10

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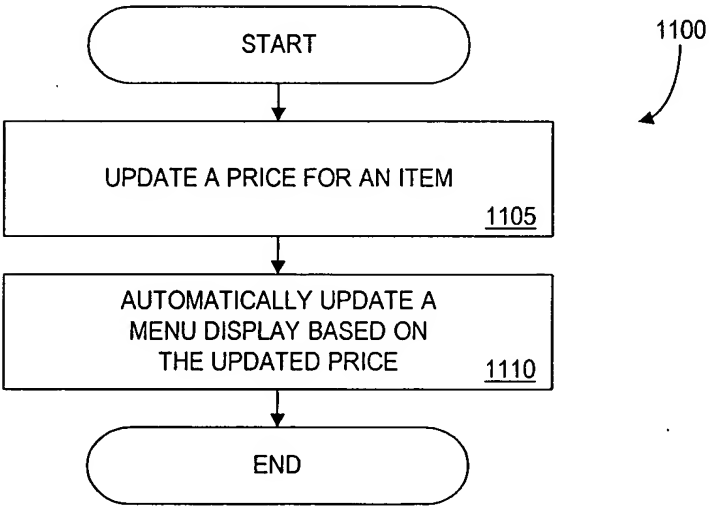


FIG. 11

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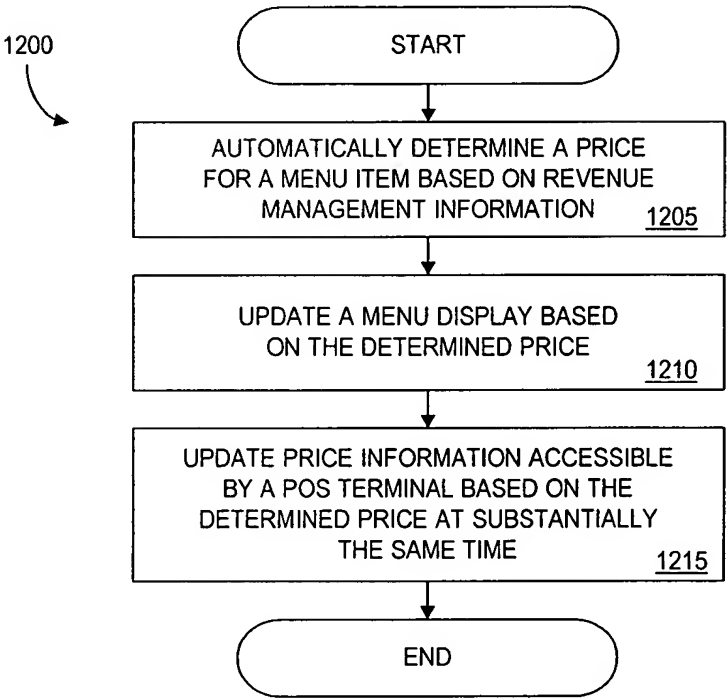


FIG. 12

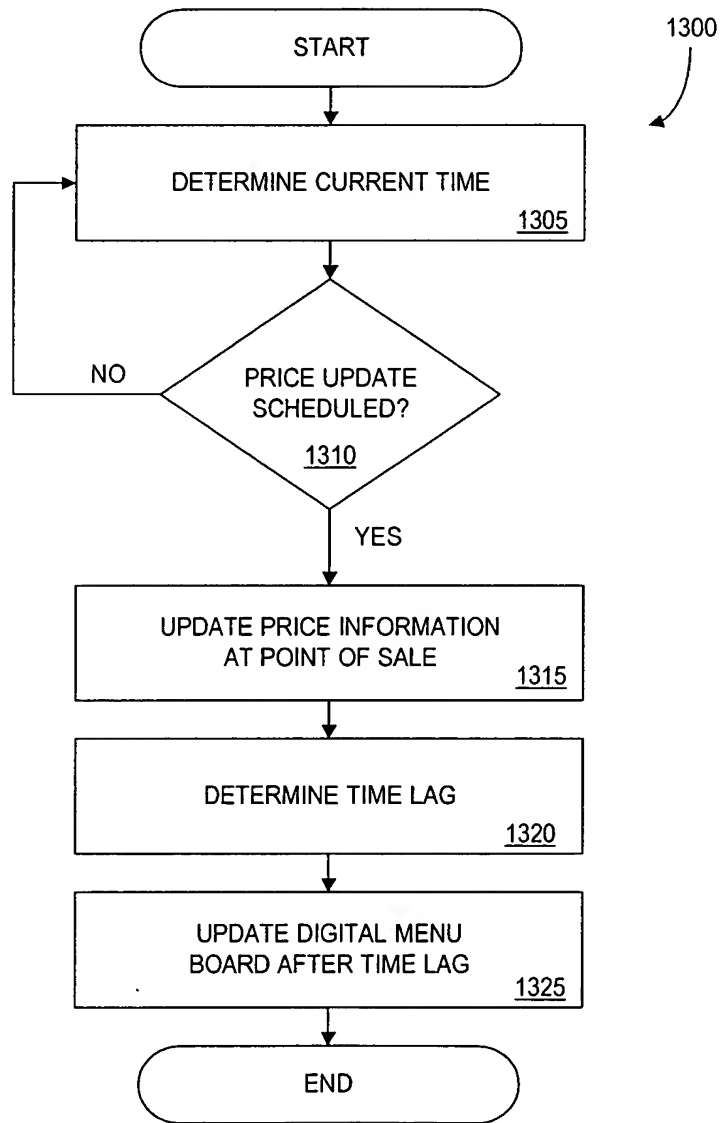


FIG. 13

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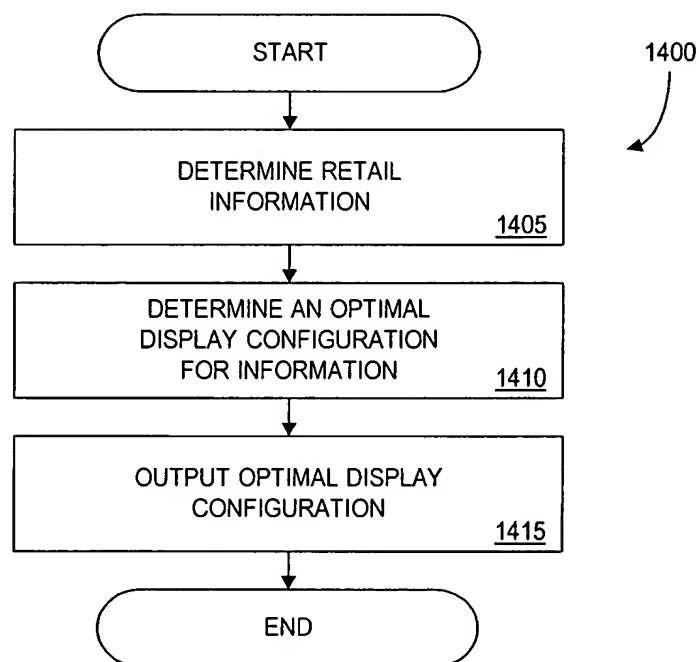


FIG. 14

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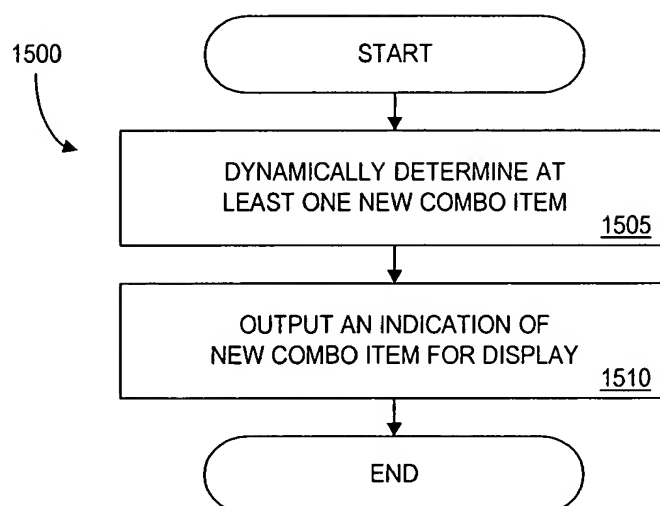


FIG. 15